

**TO: Tourism Advisory Committee**

**FROM: David Kleitsch, Economic Development Director**

**DATE: December 2, 2011**

**SUBJECT: Director's Report**

**Membership**

On November 28, 2011, the Lynnwood City Council reappointed all TAC/LTAC members to 1 year terms expiring on December 31, 2012. Thank you all for your willingness to serve. Your insights and support have helped the City maintain a strong tourism program during these difficult economic times.

**Vancouver BC Sales Mission**

Tourism Manager Monroe joined the SCTB, Seattle Premium Outlets, Tualip Resort Casino, Best Western Navigator Hotel and The Future of Flight and Boeing Tour on a 3 day sales mission to Vancouver BC in October. The group met with travel writers and tour operators to promote Snohomish County. Canadians are very interested in coming to our area to shop and many of the tour operators bring clients for one or two day shopping trips to Snohomish County. Many, but not all, of the tour operators were aware of Alderwood. In 2012, we will explore further efforts with Alderwood to promote to the Vancouver BC market and Canadian tour operators.

**Tourism Promotion Area Update**

The Tourism Promotion Area (TPA) Board is now accepting applications for grants from the TPA fund. Applications received by December 15, 2011 will be considered for the first round of funding. It is anticipated the recipients of TPA funds will be notified by the end of January 2012. There is approximately \$900,000 available in this initial round.

**County Strategic Tourism Plan**

Snohomish County has initiated implementation of the Strategic Tourism Plan by allocating funds for the following tourism plan activities:

- A full-time tourism position to administer the Tourism Strategy and all funded organizations and projects, \$100,000.
- A Countywide tourism brand initiative lead by the SCTB, \$150,000.
- Development of a stronger, more coordinated aviation cluster, \$50,000.
- Development of a business plan that addresses meeting and event services of the SCTB, \$30,000.
- Improvements to the SCTB tourism web site, \$150,000.

**STR Report**

Lodging in Snohomish County continues to improve. Metrics for September 2011 YTD are as follows: Occupancy is 67.5 up 4.0% compared 2010; RevPAR is \$57.95, up 9.2%, and ADR is \$85.79, up 5.0%. By comparison, metrics for King County are: Occupancy at 72.4% up 4.8%, ADR at \$121.25, up 4.3%, and RevPAR at \$87.87, up 9.3%. Statewide, Snohomish County ranks 3<sup>rd</sup> in YTD occupancy, and 4th in YTD RevPar.

**Next Meeting**

The next regularly scheduled meeting date is January 12, 2012.